

October 29, 2004
To Whom it may concern:

WBAL-TV 11 has more than 56 years history of commitment to Baltimore Metropolitan area viewers. From locally produced programming to six daily newscasts news and specials, we have kept our eye on the interests and issues of our local community. We have added weekend morning local newscasts as well, and recently added an additional hour of local news on Saturday, beginning at 5 AM. Each week, we air two editorials addressing issues in our market and we post the script on our website. We have addressed issues including the failure of Child Protective Services to protect infant twins killed by their parents, the pros and cons of slots in our market, encouraging voter registration, and support for specialized academy high schools to help increase the graduation rate of high school students.

Media sponsorships of local events, coverage and support of charitable health and human service organizations and targeted franchises aimed at improving the quality of life in Maryland, are an integral part of our community affairs emphasis. WBAL-TV 11 spends countless hours and millions of dollars worth of airtime dedicated towards Community outreach. We have also always maintained a very active presence in the community with media sponsorship of some of our region's most visible and prestigious events and charitable causes.

Each year, we commit air time to more than 700 public service announcements valued in excess of \$700,000, much of it in conjunction with The Advertising Council. Issues such as school bus safety, adult literacy, anti-violence, homeland security, drunk driving and disaster relief, among others. We also air hundreds of PSA's for local events and activities as well as maintain a Community Affairs calendar in our weekend news and on our website. Through media sponsorships, we provide airtime to non-profit organizations allowing them to leverage our commitment to attract corporate dollars for their organizations and causes. Events WBAL-TV sponsors generate on average five to seven million dollars each year. We assist organizations in meeting a variety of health and human service needs ranging from Cystic Fibrosis Research and Children's Cancer, to training single parents so they can join the workforce and become financially independent.

We have had the distinct pleasure of winning the National Association of Broadcaster's Service to America Partnership Award for our Harvest to the Hungry Campaign, now in its 14th year. The campaign has raised more than 20 million pounds of food and \$500,000 in cash. Every dollar raised buys \$17 in food for the Maryland Food Bank. We have also received some 40 Community Service Awards each year from some of the the following:

- The American Red Cross for our assistance in blood drives and disaster relief efforts.
- The CHIMES, for promoting their effort to support physically and mentally challenged individuals with training for employment placement.
- Shock Trauma of the Maryland Emergency Medical System for supporting their efforts to save thousands of lives each year.
- The Children's Cancer Foundation for providing air time, talent and board members to their efforts that have now raised \$2.6 million over the last seven years to create a neo-natal unit at Johns Hopkins Hospital Children's Center.
- The United Way of Central Maryland has recognized our station for its leadership in committing to share the campaign message with our viewers, joining early bird employee campaigns as well as providing corporate matching dollars.

Over the last 20 years, WBAL-TV 11 has served as home for the Baltimore Broadcasters Coalition. During the year, the coalition of local radio and television stations conduct full day ascertainties for members of the community to come in and share with station managements, the subjects and issues they

think should be on television. This continues to provide an excellent opportunity to meet face to face with civic and community leaders and have open and honest discussions that directly affect our community. We also host neighborhood Associations for their regular meetings as an opportunity to hear from the public and share our programming and Community Affairs Plans with them. We join the Public Relations Society and several other local media related organizations and share information on how best to access and use our local station. More than a hundred school groups, scout troops and other organizations tour our station each year.

For 10 years, WBAL-TV 11 aired Baltimore's only prime time local talk show with a live studio audience addressing the issues of the day with decision makers and those impacted. Currently, we air a weekly talk show focusing on local and national issues that affect our market and its citizens. The show consistently wins its Sunday afternoon time period. Recently, when the Baltimore City School System was facing a \$58 million deficit, it was WBAL-TV 11, that brought all the parties together for a town meeting. Students, parents, administrators, government officials and interested citizens packed our studio audience for the one hour prime time special. Dialogue, which started that night, helped form the decisions and actions to keep the system afloat and moving forward. We have continuously preempted network programming for local programming affecting our viewer's lives.

We continually dedicate air time to explore topics of concern to our viewers including:

- The closure of neighborhood firehouses to address budget cuts.
- The abuse of teens in the custody of the State Juvenile Services Administration.
- Low income families being bilked by real estate flipping scams.
- A national mortgage company using illegal and unethical tactics to repossess homes.
- Public Safety at local airports.
- The sale of contact lenses by non-licensed vendors to unsuspecting teens as a fashion statement, not knowing but they are risking their sight.
- A campaign to assist area Fire Department efforts to get smoke detectors in every home.

During election years, we provide air time for debates and political forums to give our viewers the opportunity to hear the candidates address issues of concern to them other than paid advertisements. Our "Live Local, Latebreaking," newscasts include such franchises as:

- Health Alert, which explores the latest breakthroughs in medical technology, preventive measures and treatment alternatives and airs three times each week.
- Play It Safe, highlights the techniques and importance of proper preparation for competitive sports for both children and adults.
- School Supplies 11, partners with a number of community organizations and businesses to collect school supplies for Baltimore's needy children so they can start the school year, prepared to learn. Last year's campaign collected two tons of supplies that went to hundreds of area children.
- Our major holiday campaign is the Angel Tree Project in conjunction with The Salvation Army to provide gifts for needy children who otherwise would not have them. Hundreds of local businesses put up holiday trees with the names and ages of children on them. Supporters select the ornament and buy the appropriate gift. There is a tree in our station lobby as well. Station anchors encourage viewers to stop by trees in local malls and support the project. Last year 20,000 children received Angel Tree gifts.
- Rays of Hope is our way of saluting members of our community to go above and beyond the call of duty to help others. Besides being featured on our air,

those who are saluted also gather each year for our annual Rays of Hope Breakfast. Some 600 people attend the breakfast and the proceeds provide scholarships for at risk youth and support mentoring programs for middle school students.

We also support a long list of other community events with air time and talent, including Campaign for Our Children, a teen pregnancy prevention initiative with the Governor's Office of Children and Youth; the National Aquarium in Baltimore; the Maryland Science Center; and the Office of Drug Control Policy with its substance abuse prevention campaign. We carry Amber Alert Warnings as well as public service announcements encouraging children to be aware of their environments and reports any discomfort to a responsible adult at home or school.

When an event brings the world to Baltimore, we expend extra time and effort to bring these hallmarks of our community to everyone. We have promoted Op Sail from stem to stern as well as the Preakness Stakes and the eighth year of our sponsorship of Artscape. Baltimore's premier cultural events attracted 1.5 million people, but many viewers unable to experience Artscape live, can see the events throughout our broadcast day all weekend long. We produced and aired the first ever live hour long prime time special from Artscape.

On the education front, WBAL-TV 11 has been a member of the Greater Baltimore Committee School Partnership Program since its inception 17 years ago. We adopted Northeast Middle School and have been instrumental in the Television Education class for 90 middle school students each year. We provide equipment, sets, supplies and incentive prizes for the school. They visit our studios and our talent visit the school throughout the year. The television class provides a morning broadcast to begin each school day. We are the only station in the market with a dedicated full time Education Reporter.

All of these initiatives are in addition to our daily newscasts from 5 AM to 11:35 PM each weekday and weekend morning and evening newscasts. When not on the news, you can find our talent and staff serving on various boards and volunteering their time and efforts throughout the community. They support causes such as Goodwill Industries, the Citizens and Planning Housing Coalition, Civic Works, the Boy Scouts of America, the Girl Scouts of America, the Boys and Girls Club of Central Maryland, Veronica's Place, the Associated Jewish Federation of Baltimore, Associated Catholic Charities, Port Discovery, and much more.

We put our money where our mouth is and not only talk about doing great things in the community, we also make the necessary investments in both people and equipment. Having experienced one of the worst hurricane seasons in history, we were proud to be the station viewers turned to for update and accurate weather reports. We have four full time meteorologists and have invested \$475,000 in ENG equipment, \$280,000 in microwave receivers and other technology to be on the cutting edge of providing our viewers with the best forecasts, first, which is why we continue to be Baltimore's number one choice for news, information, programming and entertainment. We have spent hundreds of thousands of dollars installing a state of the art traffic system, and a helicopter which gets us on the scene and on the air, from up above.

We believe community involvement is good business and we know it is good for the area we serve. The power of television is indisputable and not a day goes by that we do not use that power to inform, educate and assist. The true measure of public service is how much the community benefits from all we do, day in and day out.

Sincerely,

Bill Fine
President and General Manager
WBAL-TV
Baltimore, Maryland

Wanda Draper
Director of Programming and Public Affairs
WBAL-TV
Baltimore, Maryland